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System reproducing visual data in form of text, graphics or pictures - alerts television viewer to digital network server program for selective call-up and display of commercial information

Patent Assignee: FRIDLEY TECHNOLOGIES LTD (FRID-N)

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Number of Countries: 021 Number of Patents: 006

Basic Patent:

Patent No.	Kind	Date	Applicat	No	Kind	Date	Main IPC	Week
DE 19545882	A1	19970612	DE 1045882	A	19951208	H04N-007/025	199729	B

Priority Applications (No Type Date): DE 1045882 A 19951208; JP 97521663 A 19961128

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Designated States (National): JP; KR; US

Designated States (Regional): AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; LI

Abstract (Basic): DE 19545882 A

The system signals to the viewer with detail of the television entertainment with commercial interjections, that the address of a server program in the Internet can be called upon, by means of a pushbutton. The content of the program is displayed on the screen, so that the viewer can call for information on the content of the current commercial.

The address is received as an addition to the video signal, in a temporal correlation with the commercials. The pushbutton initiates a readout of the address and its transfer to a modem, for establishment of a link with the digital network.

USE - In digital telecommunication network, commercial input can be supplied with greater acceptability to system user.

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Title Terms: SYSTEM; REPRODUCE; VISUAL; DATA; FORM; TEXT; GRAPHIC; PICTURE; ALERT; TELEVISION; VIEW; DIGITAL; NETWORK; SERVE; PROGRAM; SELECT; CALL; UP; DISPLAY; COMMERCIAL; INFORMATION

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